

VARVARA GORELINA | Product Designer

[Portfolio](#) | [Linkedin](#)

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Summary

- 11 years of expertise in designing data-heavy applications
- Launched innovative projects in Aviation, Business Automation, Fintech, SaaS, and E-commerce sectors
- Established full-cycle design processes as a key designer. Expert in troubleshooting and streamlining design delivery complexities.
- Effective communicator with stakeholders and team members, with an appeal for user research and UX practices

Tools & Frameworks

- Figma, Anthropic, Coda, Miro, Notion, InVision, Sketch, Zeppelin
- CJM, Blueprint, JTBD, Prototyping, UI testings, User journey, Road map

Skills

Building a full-cycle design process

- During the year of working at the bank, I built the process of supplying proven design solutions for the 10 product teams, hiring designers, built cross-department cooperation
- Reduced growing 10-month design debt in the Bank, increasing the number of designers from 3 to 12, and providing consistency by creating a Design System, onboarding tools, digital bank principles, and synchronization meetings
- Managed ever-changing requirements for an external stakeholder, provided proven design solution delivery through backlog prioritization

Research and metrics

- For a foreign customer who did not have a research budget, I defined the product vision for the UAE market, using reports of Hofstede Insights about UAE local customs and benchmarks of Arab countries' platforms
- Increased Customer Satisfaction Index by 18% by analyzing feedback in stores and composing a backlog of improvements in the Bank application
- Identified the factors that lead people to choose a credit card by organizing an observational research
- Cut dashboard learnability time by 11% by designing a new flow, based on beginner and experienced user insights for the CRM
- Reduced the number of user mistakes by 28% by designing 40+ flows within a single transport dispatcher dashboard with sequential processes

- Launched innovative refinancing, and loan market products, studied the users' needs, achieved the goal numbers of services purchased, the depth of products using and Average Revenue Per User
- Designed secure user flow for a Bank that saved \$0.05 per login, analyzing the error rates

Experience

Product Designer

EPAM Systems

Remote • September 2021 — Present

The international company providing software and digital platform development services

Design Lead

VTB Bank

Eastern Europe • June 2020 — August 2021

One of the 3 top banks in the country. Banking apps for medium and small businesses

Design Lead

Promsvyaz Bank

Eastern Europe • June 2018 — May 2020

TOP 10 banks. Internet and mobile banking for salary clients and for loan holders

UI/UX Designer

InDev studio, Lyykteam, RedFox

Eastern Europe • August 2015 — June 2018

Designed fashion and sportswear online stores, crypto exchangers, delivery applications, and social networks. Implemented metrics. Built a product vision and planning

Education

- Master in Multimedia (currently studying), University of Porto, Expected graduation: 2027
- Bachelor of Fine Arts and Engineering, Kostanay Pedagogical Institute, Kazakhstan, 2012

Skills development

- Certificates of completion: Claude Code in Action, AI Fluency Framework & Foundations, 2026
- AI-Assisted UX Design course at EPAM System, May 2025
- HTML, CSS, JavaScript for designers course at EPAM System, May 2023
- Certified Skill Adviser at EPAM System, April 2023
- Certified Technical Interviewer at EPAM System, December 2021
- Text in Interfaces (UX-writing) at Maxim Ilyakhov's school, August 2020
- Product Design course at British Higher School of Design and Art, August 2019

Leadership & Awards

- Expanded the diversity of expertise in EPAM by conducting technical interviews with designers from Colombia, India, and CIS
- Contributed to the growth of designers' qualifications by preparing them for evaluation, checking well-being, and helping to solve problems in the teams
- Speaker at meet-ups with research reports and workshops host